

ber of booklets entitled "Kolorok An Amazing Natural Remedy Direct From the Laboratories of Nature Itself" and a number of window placards entitled "Health from Nature You'd be surprised," "Come in and ask about Kolorok Amazing Natural Remedy," and "Health from Nature Kolorok Offers real lasting relief."

RESULTS OF INVESTIGATION: The product was shipped in bulk from Bayfield, Colo., and, after its receipt by the consignee, a portion of the bulk material was repacked into bottles bearing the Kolorok label. The booklets and window placards described above were prepared locally for the consignee. Analysis of the product showed that it was largely a hydrated form of calcium sulfate known as gypsum.

LABEL, IN PART: (Bottle) "Kolorok * * * highly assimilable Calcium Oxide 45.10 Sulphur Trioxide 45.40 Distributed by Kolorok * * * New York City."

NATURE OF CHARGE: Misbranding, Section 502 (a), certain statements in the above-mentioned booklets and placards accompanying the article were false and misleading. The statements represented and suggested that the article was an adequate and effective treatment for burns, scalds, wounds, and insect bites; reconditioning teeth and gums; preventing emotional upsets, muscular cramps, loss of teeth, allergic disturbances, sensitivity manifestations, and acute disease of the liver in pregnant and nursing women; stomach trouble, kidney and liver ailments, rheumatism, neuritis, arthritis, high blood pressure, eczema, preventing poor blood, soft flesh, weak bones, and hundreds of other serious ailments; stomach ulcers, indigestion, loss of appetite, neurasthenia, skin diseases, hemorrhoids, bad burns, all acid conditions, intestinal ulcers, liver and bowel troubles, and kidney ailments; and for restoring the organs of the body to working condition. The article was not an adequate and effective treatment for such conditions.

Further misbranding, Section 502 (e) (1), the label of the article failed to bear the common or usual name of the article, namely, gypsum.

The article was alleged to be misbranded while held for sale after shipment in interstate commerce.

DISPOSITION: January 21, 1954. Leon Cadore, claimant, having consented to the entry of a decree, judgment of condemnation was entered and the court ordered that the product be released under bond for repackaging and/or re-labeling for use either as an antacid or as a dusting powder, or for investigational use, under the supervision of the Food and Drug Administration.

✓ **4274. Misbranding of LeCuro blood medicine. U. S. v. 55 Bottles, etc. (F. D. C. No. 36098. Sample No. 14740-L.)**

LIBEL FILED: November 10, 1953, District of Wyoming.

ALLEGED SHIPMENT: On or about February 22, 1951, by Amos LeCureaux, from Denver, Colo.

PRODUCT: 55 bottles of *LeCuro blood medicine* at Laramie, Wyo., together with a number of leaflets containing statements relating to the product and identified by the words "Medical analysis of ingredients used in LeCuro Blood Medicine."

LABEL, IN PART: (Bottle) "LeCuro Blood Medicine Ingredients: Extract of Humulus, Lupulus, Senna, Jalap, Ginger, Sodium Salicylate, Bismuth, and Tegosept P. Carminatives * * * Net Contents One Quart Amos LeCureaux Manufacturer."

NATURE OF CHARGE: Misbranding, Section 502 (a), certain statements on the label of the article and in the above-mentioned leaflets were false and misleading. The statements represented and suggested that the article was an adequate and effective treatment for impure blood, stomach trouble, rheumatism, colds, sore throat, asthma, bronchitis, influenza, infected tonsils, arthritis, lumbago, sciatica, sores, eczema, poor appetite, nervousness, sleeplessness, run-down condition, nervous stomach, "asthmatics," colitis, spastic colon, ulcers, and all common sicknesses. The article was not an adequate and effective treatment for such conditions.

DISPOSITION: November 20, 1953. Amos LeCureaux having executed an acceptance of service and authorization for taking a final decree, judgment of condemnation was entered and the court ordered that the product be destroyed.

4275. Misbranding of Ber-Ex tablets. U. S. v. 66 Cartoned Bottles * * *. (F. D. C. No. 35384. Sample No. 20184-L.)

LIBEL FILED: August 13, 1953, Western District of Wisconsin.

ALLEGED SHIPMENT: On or about June 3, 1953, by Pan Pharmacals, Inc., from Buffalo, N. Y.

PRODUCT: 66 cartoned bottles of *Ber-Ex tablets* at Madison, Wis.

LABEL, IN PART: (Carton and bottle) "100 Ber-Ex * * * Tablets Succinate-Salicylate Oral Therapy * * * Active Ingredients: Calcium Succinate Acetylsalicylic Acid."

NATURE OF CHARGE: Misbranding, Section 502 (a), certain statements on the bottle and carton labels of the article were false and misleading. The statements represented and suggested that the article was an adequate and effective treatment for arthritic and rheumatic disorders, including osteoarthritis, rheumatoid arthritis, rheumatic fever, sciatica, gout, bursitis, fibrositis, neuritis, and myositis. The article was not an adequate and effective treatment for such conditions.

Further misbranding, Section 502 (e) (2), the article was fabricated from two or more ingredients, and its label failed to bear the common or usual name of each active ingredient since acetylsalicylic acid is not the common or usual name for aspirin.

DISPOSITION: November 13, 1953. Default decree of condemnation and destruction.

4276. Misbranding of vaginal jelly. U. S. v. 38 Cartoned Tubes * * *. (F. D. C. No. 35418. Sample No. 47468-L.)

LIBEL FILED: September 4, 1953, Northern District of Alabama.

ALLEGED SHIPMENT: On or about June 15, 1953, by the Commonwealth Research Laboratories, from Grand Rapids, Mich.

PRODUCT: 38 cartoned tubes of *vaginal jelly* at Birmingham, Ala. Each carton of the product contained a copy of a leaflet entitled "Facts and Instructions Concerning 'Pru' a Bacteridicidal and Bacteriostatic Gel."

LABEL, IN PART: (Carton) "Pru The Family Antiseptic A non-toxic antiseptic jelly. Recommended for Feminine Cleanliness. Active Ingredients: Oxyquinoline Sulphate, Boric Acid, Lactic Acid, Alum, Glycerine, Benzoic Acid, Gum Tragacanth. Net Contents 3 Ounces * * * For Feminine Hygiene."